

IN THE CLAIMS:

Claims 1-5 (Canceled).

Claim 6 (Previously Presented): A gamma reference voltage generating circuit in a liquid crystal display, comprising:

a DC/DC converter generating a first power voltage V_{DD1} and a second power voltage V_{DD2} for one of a reflective driving mode and a transmissive driving mode;

a switching unit selecting and outputting one of the first power voltage and the second power voltage;

a first gamma power unit inputting the first power voltage from the switching unit and outputting a first gamma power voltage;

a second gamma power unit inputting the second power voltage from the switching unit and outputting a second gamma power voltage;

a first common power unit inputting the first power voltage from the switching unit and outputting a first common voltage; and

a second common power unit inputting the second power voltage from the switching unit and outputting a second common voltage.

Claim 7 (Canceled).

Claim 8 (Original): The circuit according to claim 6, further comprising a buffer buffering the first and second gamma voltages output from the first and second gamma power units, and applying the buffered voltage to a source driving circuit.

Claim 9 (Previously Presented): A liquid crystal display device, comprising:

- a liquid crystal display panel;
- a source driving circuit connected to the liquid crystal display panel;
- a gate driving circuit connected to the liquid crystal display panel;
- a switching unit selecting one of a first voltage and a second voltage output from a power converter;
- a first output unit receiving the first voltage and producing a first gamma voltage during a reflective driving mode of the liquid crystal display panel;
- a first common power unit receiving the first voltage and producing a first common voltage during the reflective driving mode of the liquid crystal display panel;
- a second output unit receiving the second voltage and producing a second gamma voltage during a transmissive driving mode of the liquid crystal display panel;
- a second common power unit receiving the second voltage and producing a second common voltage during the transmissive driving mode of the liquid crystal display panel; and
- a buffer buffering one of the first and second gamma voltages output from the first and second output units, and outputting a buffered voltage to the source driving circuit.

Claim 10 (Canceled).

Claim 11 (Canceled).

Claim 12 (Previously Presented): The circuit according to claim 9, wherein the second voltage is different from the first voltage.

Claim 13 (Canceled).

Claim 14 (Previously Presented): A method for generating a reference voltage for digital/analog conversion in a source driving circuit of a liquid crystal display device, comprising the steps of:

selecting one of first and second voltages from a power converter;

providing the first voltage received from the power converter to a first power unit and a first common power unit during a reflective driving mode of the liquid crystal display device to generate a first gamma voltage and a first common voltage;

providing the second voltage received from the power converter to a second power unit and a second common power unit during a transmissive driving mode of the liquid crystal display to generate a second gamma voltage and a second common voltage; and

providing one of the first gamma voltage and the second gamma voltage to the source driving circuit and one of the first common voltage and the second common voltage to the liquid crystal display device.

Claim 15 (Canceled).

Claim 16 (Previously Presented): The method according to claim 14, wherein the second voltage is different from the first voltage.

Claim 17 (Previously Presented): The method according to claim 14, further comprising buffering one of the first and second gamma voltages, and outputting a buffered voltage to the source driving circuit.

Claim 18 (Currently Amended): A gamma reference voltage generating circuit in a liquid crystal display, comprising:

a voltage source to generate a first voltage and a second voltage;

a switch to select and output one of the first and second voltages;

a first common power unit to receive the first voltage and output a first common voltage when the first voltage is selected by the switch; and

a second common power unit to receive the second voltage and output a second common voltage when the second voltage is selected by the switch,

wherein the switch selects the first voltage in a reflective driving mode of the liquid crystal display and selects the second voltage in a transmissive driving mode of the liquid crystal display.

Claim 19 (Previously Presented): The circuit according to claim 18, further comprising:

a first gamma power unit to receive the first voltage and output a first gamma voltage when the first voltage is selected by the switch; and

a second gamma power unit to receive the second voltage and output a second gamma voltage when the second voltage is selected by the switch.

Claim 20 (Previously Presented): The circuit according to claim 19, further comprising a buffer buffering one of the first and second gamma voltages and outputting the buffered voltage to a source driving circuit.

Claim 21 (Previously Presented): The circuit according to claim 18, wherein the voltage source is a DC-to-DC converter.

Claim 22 (Canceled).

Claim 23 (Previously Presented): The circuit according to claim 18, wherein the switch is synchronized with a backlight source of the liquid crystal display.